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ARE TO BE FOUND AT BEST'S, THE FIRST STORE TO TAKE YOUNG PEOPLE SERIOUSLY, THE ONLY STORE WITH A WORLD-WIDE REPUTA-TION FOR YOUNG PEOPLE'S APPAREL



CHOOL'S OUT! The announcement is received with varying sentiments according to one's age. To girls and boys it means that the fun is just beginning. To mothers, with vacation wardrobes to consider, it too often means weary days of planning and worrying, and fruitless shopping trips in a tantalizing effort to find the right thing.

In an institution like ours, founded upon the idea of special service to young people, you may expect to find a specialized knowledge of their needs. We have been building such experience for forty-two years.

To-day thousands of mothers know the comfort of shopping at Best's. They know the pleasure of dealing with a dependable store. That is why so many young people's outfits are bought here . . . why, just now, we are helping so many mothers prepare for vacation days.

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Bloomer-Middy Suits . 2.95 and 5.09 Pleated Skirts . . . 2.50 to 6.75 Pleated Bloomers . . 2.50 to 6.95 Russian Sailor Dresses 4.50 Middy and Skirt Dresses . . . 6.50 Gingham Play Dresses . . 3.95 to 17.50 Sheer Summer Dresses . 4.50 to 25.00 Iunior Sleeveless Dresses 6.95 to 15.00 Swiss or Organdie Frocks 16.50 to 29.50 Flannel or Polo Coats . 10.00 to 49.50 Wool Jersey Bathing Suits 4.85 to 7.50



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